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**MONOPOLY MILLIONAIRES' CLUB™ LOTTERY GAME TO MAKE MORE AND
MORE MILLIONAIRES**

*New Jersey Joins New Multi-State Lottery with National Television Series Inspired By
Iconic Brand*

TRENTON, N.J. (Oct. 1, 2014) New Jersey is ready to mint some millionaires!

New Jersey will join lotteries across the country in offering a new draw game, MONOPOLY MILLIONAIRES' CLUB that will spread the wealth among players by offering multiple million dollar prizes in conjunction with a Top Prize that is capped at \$25 million.

With three different ways to win, the MONOPOLY MILLIONAIRES' CLUB game is planned to go on sale in New Jersey on Oct. 19, and is the first game to combine the high-stakes and rich rewards of multi-state lottery gaming with the fun and entertainment of a national television game show featuring players selected from among the lottery's ticket holders who have registered their tickets online or via a smartphone app.

Players can win the Top Prize (up to \$25 million); become one of the many, randomly-selected \$1 million winners when another player wins the Top Prize; or register a ticket online where they will build MONOPOLY brand themed Property Sets to earn entries in a drawing for a chance to appear on the nationally televised game show, which will have more than \$2.5 million in available prize money on each episode.

MONOPOLY MILLIONAIRES' CLUB is a \$5 draw game and will be the first multi-state draw game at this price level in the United States, though \$5 is the most popular price point for instant scratch ticket games. This \$5 price point strengthens the game's play value while differentiating it within lottery draw game portfolios.

The unique design of the MONOPOLY MILLIONAIRES' CLUB lottery game is expected to generate more simultaneous millionaires than any other game in lottery history. With

the draw taking place on Friday evenings at 11:15 p.m. Eastern, players across the country will have the opportunity to wake up a millionaire. In early 2015, the “MONOPOLY MILLIONAIRES’ CLUB” television series will welcome players from participating states to its studio audience in Las Vegas where they will compete before a live audience to win \$1 million.

Comedian and actor Billy Gardell (“Mike & Molly,” “You, Me and Dupree”) has been tapped to host the show.

The MONOPOLY MILLIONAIRES’ CLUB lottery game represents a response to the wishes of lottery players who said that they would like a game with more substantial winners than just one or two enormous jackpot winners.

“The new MONOPOLY MILLIONAIRES’ CLUB game will spread the lottery wealth with multiple million dollar winners when a jackpot is hit,” said Carole Hedinger, Executive Director, New Jersey Lottery. “Equally exciting for players is the opportunity to participate in a nationally televised game show providing an experience of a lifetime and more opportunities to win significant cash prizes.”

This new approach to a national jackpot game was created by Scientific Games and branded with Hasbro’s iconic MONOPOLY game, which is one of the most well-known brands in the world.

“The MONOPOLY brand is one of the most successful brands in gaming with players winning with MONOPOLY-branded lottery, slots and sweepstakes. With our MONOPOLY MILLIONAIRES’ CLUB lottery game, the Top Prize will break the bank and make more millionaires than ever before,” said Steve Saferin, president of properties group and chief creative officer for Scientific Games. “Our player research consistently indicates that participants would prefer to see the millions of dollars in lottery prize distributed to multiple winners, rather than one or two players winning hundreds of millions of dollars each.”

On each ticket in the MONOPOLY MILLIONAIRES’ CLUB lottery game, there will be a unique code that players can use to register their tickets online for a chance to appear on the television show. Thousands of players will win a five-day, four-night trip for two to Las Vegas to join the show’s studio audience of other players. Some studio audience members will be selected at random to compete on the television show. Contestants on the show will play a series of games with a MONOPOLY theme, each of which will offer cash and other prizes valued up to \$100,000. A final round will offer one player on each episode a shot at \$1 million.

Since 2006, there have been more than 170 MONOPOLY lottery games launched globally with a retail value of nearly \$5 billion, most performing 10 percent or more above industry averages, based on data from MDI Entertainment, A Scientific Games Company. According to *LaFleur's Magazine*, MONOPOLY Millionaire, distinct from traditional MONOPOLY, was one of the most popular licensed brands in lottery gaming in fiscal year 2013. MDI Entertainment has introduced 14 MONOPOLY Millionaire lottery games with retail value in excess of \$850 million.

ABOUT THE NEW JERSEY LOTTERY

Since its inception in 1970, the New Jersey Lottery (NJLottery.com) has contributed more than \$22 billion to the State in support of education and institutions. In Fiscal Year 2013, the Lottery's contribution was more than \$1 billion. Among its beneficiaries are: veterans homes, community and other colleges and universities, school nutrition programs, homes for the developmentally disabled, psychiatric hospitals, higher education scholarship programs and the Marie Katzenbach School for the Deaf.

About Scientific Games

Scientific Games Corporation is a leading developer of technology-based products and services and associated content for worldwide gaming and lottery markets. The Company's portfolio includes instant and draw-based lottery games; electronic gaming machines and game content; server-based lottery and gaming systems; sports betting technology; loyalty and rewards programs; and social, mobile and interactive content and services.

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